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CHURCHILL DOWNS UNVEILS ARTWORK FOR SEPTEMBER'S 'PARTY FOR A PURPOSE' TO BENEFIT THE FORECASTLE FOUNDATION

Justin Helton Designed Poster to Promote Event Featuring Local DJ Matt Anthony and Red Bull Thre3style World Champion DJ Hedspin

LOUISVILLE, KY (Monday, Aug. 15, 2016) – Churchill Downs Racetrack (CDRT) and The Forecastle Foundation today unveiled the poster designed by renowned artist Justin Helton to promote their new Party for a Purpose to raise money for The Forecastle Foundation. Party for a Purpose is a separate ticketed event that will take place during CDRT's Sept. 24 Downs After Dark night racing event. Tickets to Party for a Purpose are on sale now at www.ChurchillDowns.com/partyforapurpose.

In addition to the Party for a Purpose poster, Justin Helton has designed materials for some of music's biggest names and festivals, including Louisville's own My Morning Jacket and Forecastle Festival. Other bands and festivals he has designed for include The Black Keys, Dead & Co., Phish, The Avett Brothers, Bonnaroo and Outside Lands.

"My inspiration for the design came from the idea of a vibrant nighttime sky at Churchill Downs," said Helton. "I brought in wavy swirling skies above the iconic twin spires and the colors that would be pulsating through the party."

Party for a Purpose will be held in the grandstand area of the racetrack and feature music by local DJ Matt Anthony and internationally acclaimed Red Bull Thre3style World Champion DJ Hedspin, craft cocktails and a dance floor that overlooks the track and live racing. Five dollars of every General Admission ticket and \$10 of every VIP ticket sold will be donated to The Forecastle Foundation.

"It's great to have the opportunity to partner with an iconic institution like Churchill Downs to spotlight the important work our Foundation, and many others throughout our community, are doing to create a more sustainable future," said JK McNight, Founder of The Forecastle Foundation and the Forecastle Festival.

"We are proud to partner with The Forecastle Foundation to throw a great Party for a Purpose," said Kevin Flanery, President of Churchill Downs Racetrack. "It's important to us to continue to support the work of organizations throughout our community."

General Admission tickets are \$15. VIP Cabana tickets are \$59 and include access to the VIP Cabanas, open seating and a private VIP bar with a mixologist and craft cocktails. Guests are encouraged to dress to impress. Gates open at 5 p.m. with the first race at 6 p.m. Party for a Purpose ends at midnight.

About Churchill Downs Racetrack

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 143rd running of the Kentucky Derby Presented by Yum! Brands on May 6, 2017. The track will conduct two more live racing meets in 2016: the September Meet (Sept. 16-Oct. 2) and the Fall Meet (Oct. 30-Nov. 27). Churchill Downs has hosted the Breeders' Cup World Championships eight times and the event will return to the track in 2018. Information is available at www.ChurchillDowns.com.

The Forecastle Foundation

The Forecastle Foundation is the activism arm of the Forecastle Festival. Founded in 2010 as a 501c3 organization, The Forecastle Foundation is working to protect the world's "natural awesome" by partnering with organizations that are taking great strides to protect biodiversity hotspots across the globe. Our current partners include Kentucky Natural Lands Trust, The Nature Conservancy, and Guayaki Foundation.

<http://www.forecastlefoundation.org/>

About Justin Helton and Status Serigraph

Status Serigraph is the full service Graphic Design and Limited-Edition poster studio of Knoxville-based designer Justin Helton. Since 2005, Helton has developed into one of the most sought after young designers in the Southeast. A one-man studio specializing in graphic design for the music and entertainment industry, Helton has designed materials for some of today's biggest musical acts, festivals and entertainment brands. Working with bands like Phish, The Avett Brothers, My Morning Jacket, Ween, The Black Keys, and festivals like Bonnaroo, Forecastle and Outside Lands, Helton has created an array of designs for the music industry. Working out of his studio in downtown Knoxville, TN, he uses a unique blend of design, illustration, and typography in his work and his posters are screen printed by hand. As an alumni of the University of Tennessee, and former Creative Director for AC Entertainment, Helton's experience has lead him to design for such brands as A&E Television, Sierra Nevada Brewing Co., and Sugarlands Distilling Company. Helton's designs have been featured in publications such as Gigposters Vol. 2, 1000 More Greetings, Relix Magazine and has been talked about on such websites as the Chive, Paste Magazine, Buzzfeed and OMGposters.com.

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